Introduction

Background Prior to your lab exercise, each team function was given specific documents you will need for background research on Swiffer WetJet. The lab exercise will take the entire class period, during which time you will interact with your functional team members as well as the other functions and with P&G moderators as you make decisions and create the desired scenario for a successful product launch. Your moderator will count you down from the beginning to the end of the game.

Agenda for the Day:

- Overview (10 minutes)
- Immediately split into groups
- Each group choose person to present
- Work in groups to create functional plan (30 minutes)
- Group leaders decide on plan (30 minutes)
- Rest of class observes discussions
- Plan presentation (10 minutes)
- Post activities (30 minutes)
- What did you learn?
- How P&G did it
- P&G real world experience

Lab Experience To prepare your plan, you will be able to talk with all of your team members. However, only the team leader will be able to interact directly with the other P&G team functions and with the P&G moderator to present the final function and overall plan for Swiffer WetJet. Although the team leader will present the information, all members of the team will be able to follow the discussion with the team leader and the P&G moderator.
Lab Report Guidelines

**Individual Lab Memo**

Write a one-page lab report memo (single spaced) that addresses the following questions:

- Which of the six Departments were you aware of before the case study?

- Do you feel that each of the six Departments should have at least one engineer as part of their organization?

- What are two of the key factors for having the Departments work together to produce a successful product launch?

- What part of this interactive case study went particularly well?

- If you feel that the Case Study could be improved please provide your suggestions.

The lab memo is due at the beginning of your next scheduled lab period.